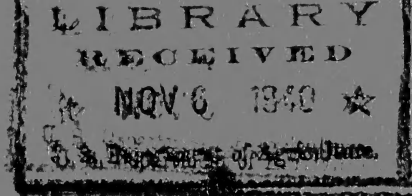


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Novelties

for

1941

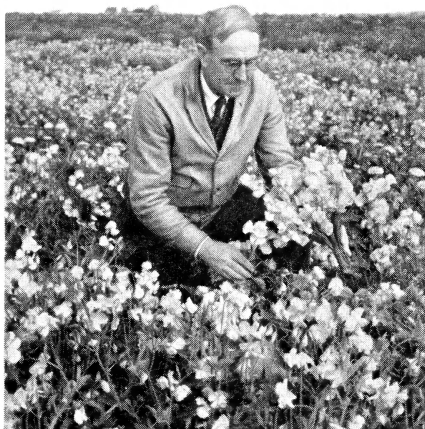
**The William Macdonald
Seed Company**

California's Best Flower

NOVELTIES

for

1940-41



*Mr. William Macdonald
in a field of Sweet Pea
"Tops", an Early
Flowering Novelty.*

Originated and Introduced

by

THE WILLIAM MACDONALD SEED COMPANY

Exclusive Flower Seed Growers

SANTA MARIA

- - - - -

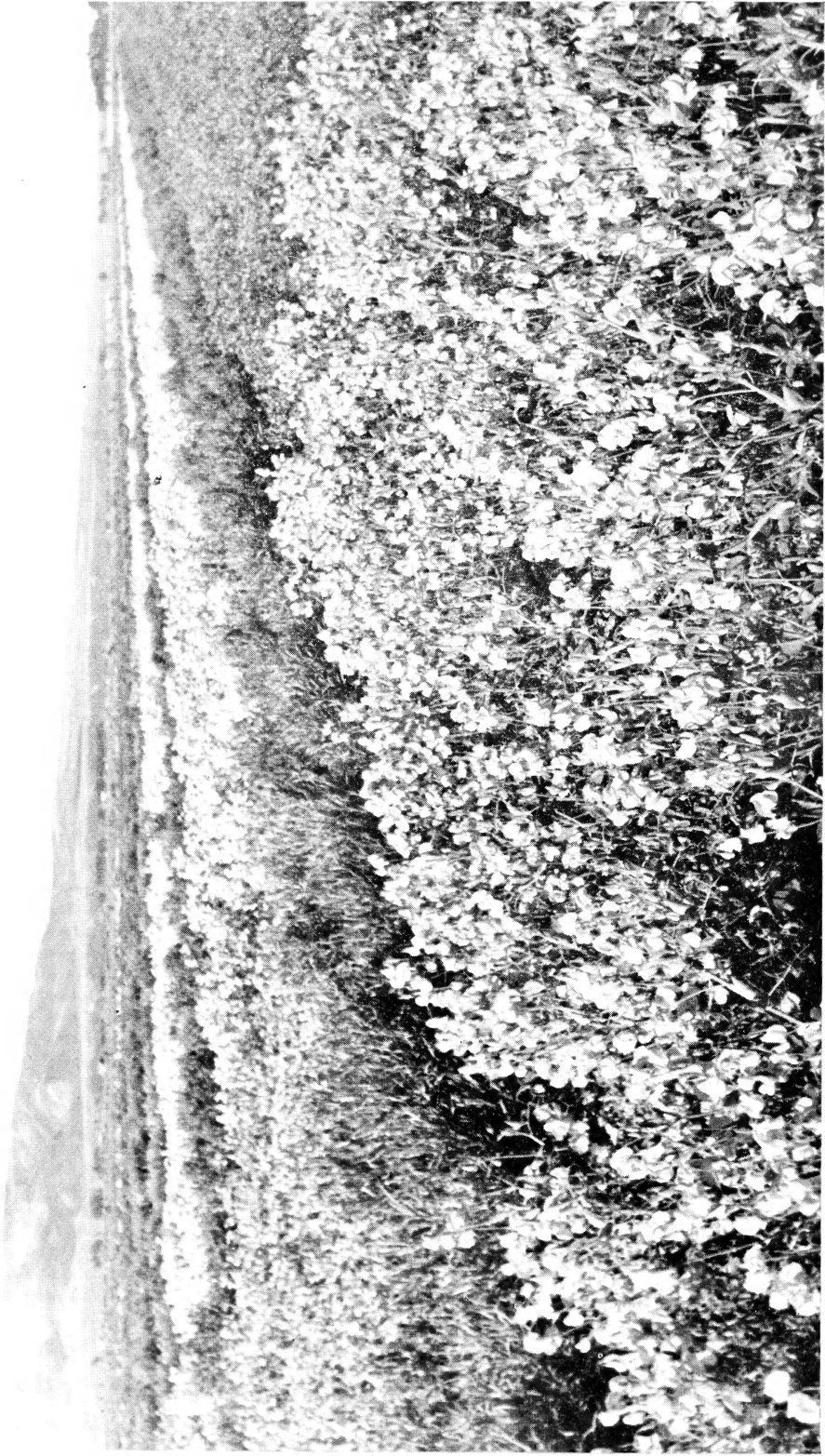
CALIFORNIA



We are proud to present this Novelty booklet for your consideration, which offers for the first time a fine selection of new varieties — truly California's Best Flower Novelties for the 1941 season. California is acknowledged to be the chief source of supply for outstanding new flower varieties. Under present conditions, all dealers must become increasingly Novelty conscious and we appreciate our opportunity to be of service in supplying these new sales leaders.

Pictured on the opposite page is a cross-section view of our 15 acre Trial and Experimental Ground. In this "work shop" we concentrate all efforts on the improvement of stock seed for next year's planting; also by breeding and selection we endeavor to fix new sorts for ensuing years introduction.

Also included in this booklet is a varied selection of the better recent introductions. Photographs, mounted electros, and nickletypes of the color plates are available for your 1941 catalog and will be supplied at cost.



"The culture and development of better Sweet Peas has always been our aim, and to achieve this mark we have specialized in the production of Winter Flowering Spencer Sweet Peas for greenhouse growers."

EARLY SPENCER SWEET PEAS

"TOPS"

Seldom has our Trial Ground produced such a fine Seedling as this 1941 Novelty "Tops." It is tops—head and shoulders above the field—in color, vigor and flower production.

Tops is a beautifully duplexed Sweet Pea of a delicate rose pink color. From its clear white base it achieves that certain brightness of tone, which combined with a soft salmon sheen, serves to enhance its decorative value for any floral occasion. We would describe this color as a bright salmon rose.

That **Tops** is not just another "rose" is shown by its prolific flower production. In our field under ordinary growing conditions, it produces five and six flowers to the stem! These "fives and sixes" appear in the same proportion as fours do on most of the better varieties. **Tops** makes vigorous growth and produces unusually long straight stems. R. H. S. Color Chart 23/2.

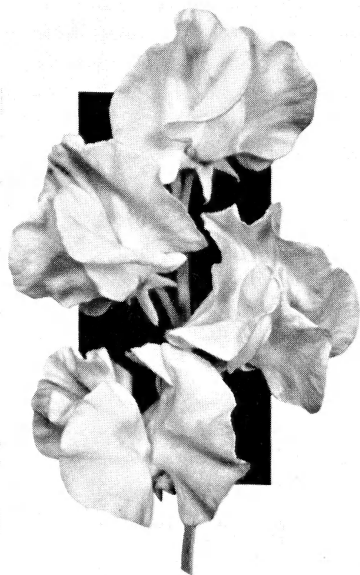


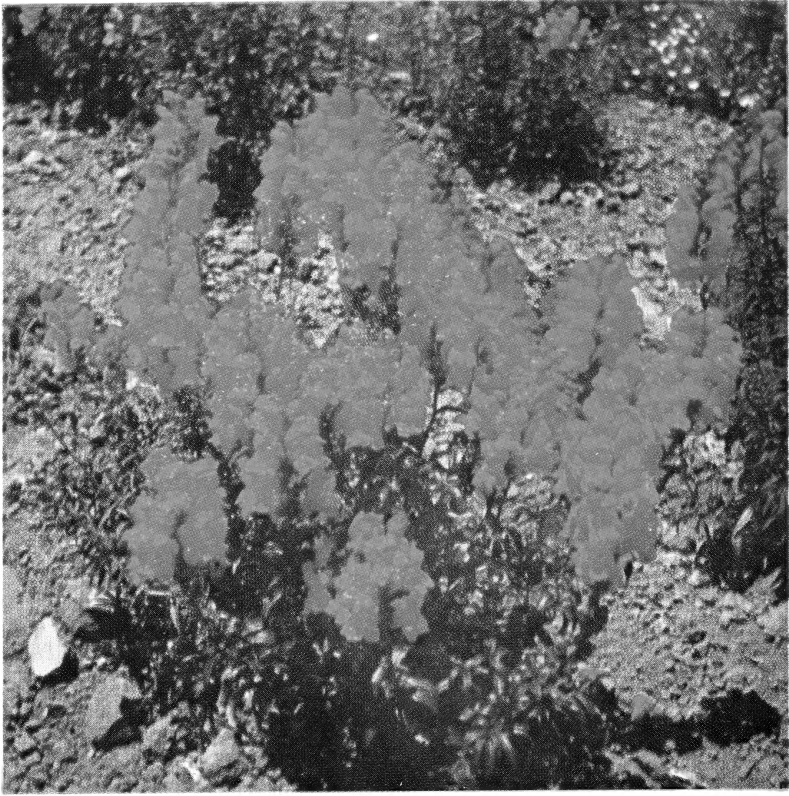
"SPARKS"

Several years ago, when introducing those popular Sweet Pea varieties Sequoia, Bridesmaid and Princess Blue—we had the same firm conviction that each would prove outstanding in their color class, as we have now that "Sparks" will soon be listed as the most popular orange-scarlet color in the Winter Flowering class of Sweet Pea.

Sparks is a large flowered variety, with a broad yet daintily frilled standard. Each flower appears very bold faced, resulting from its wide spread wings which are selfed right to the base of a well formed keel. This intense, yet sparkling shade of bright orange scarlet has such good substance, that our open field plantings show no trace of sun or wind burn.

Sparks is a heavy producer of long stout stems, each bearing four flaming blooms. In comparison to Vulcan, **Sparks** is a much more vivid orange-scarlet, with larger flowers and increased vigor. R. H. S. Color Chart 721/1.





ANTIRRHINUM NANUM GRANDIFLORUM RUST RESISTANT "AMBER AND GOLD"

Among many popular bedding annuals, the semi-dwarf or Nanum Grand type of Antirrhinum is perhaps the choicest for general cultivation. A mass planting of **Amber and Gold** makes an immediate impression; it is uniformly the same height and glistens with a pleasing suffusion of pastel colorings.

Buds of **Amber and Gold** first appear as a soft rose pink. As the spikes open to full bloom they show florets with full golden yellow lips, and hoods of golden amber—with the same rich amber blend on their lower face. The throat or tube of each floret is a soft shade of rose-pink and serves to enliven their deep golden amber tones.

Amber and Gold grows 18 inches tall and produces plants with ten and twelve sturdy base-branching spikes. This is the true upright habit and each spike is as long as the plant is tall. Clusters of well spaced florets make these stems ideal for cutting.

As **Amber and Gold** is the first Rust Resistant terra-cotta color in this half-dwarf bedding class, it is without competition and should find an immediate market. We are proud to recommend it for all bedding purposes.



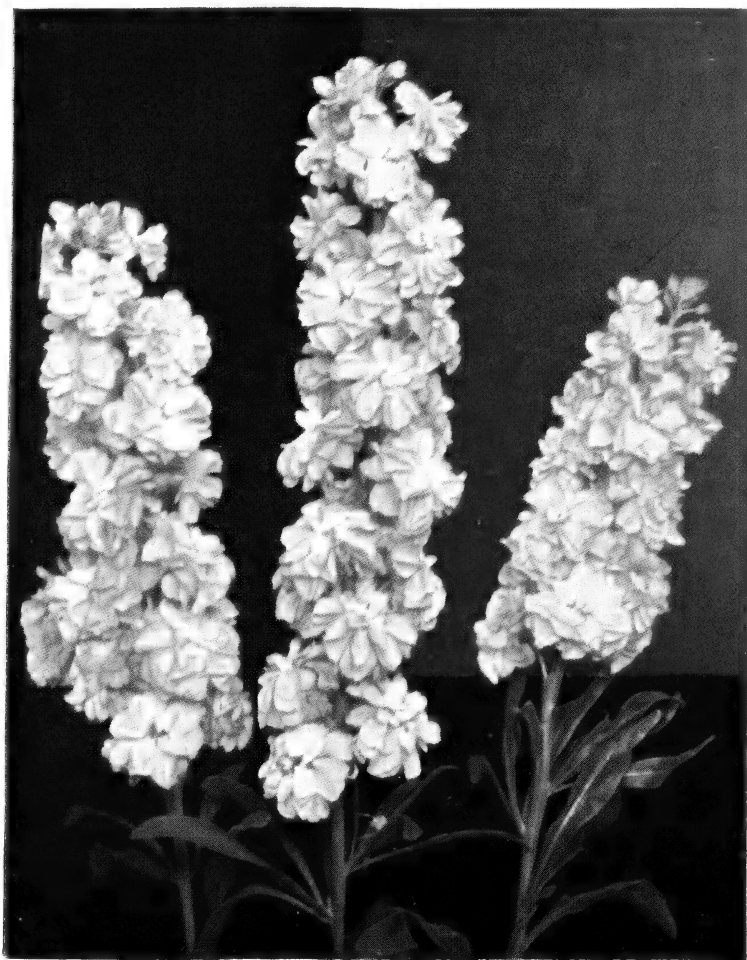
VERBENA HYBRIDA DWARF ERECT

"WHITE BALL"

In these days of streamlined progress, there is nothing more apt to catch the fancy of a modern gardener than a new dwarf plant for his limited flower plot. Compact little plants have grown more popular each season, especially as there is now a fine selection of new varieties available for all climates.

We have purposely held back introducing our new Dwarf Erect Verbena **White Ball** for two years, in order to plant sufficient acreage to take care of the brisk demand we are sure will follow. Imagine a petite plant growing only 7 inches high, with a score or more of stiff erect branches each bearing three to five heads of 2 inch florets! That is the attractive picture **White Ball** presents when in full bloom. Each plant has a very closely compact habit and short stems that grow upright. Its height will hardly vary an inch in a whole acre's planting and there is not a color rogue to be found.

White Ball is especially well suited for border work, or as the case may be — for planting solid in beds. It is the white version of Fireball and a worthy addition to this Dwarf Erect class.



STOCK EARLY COLONIAL BRANCHING "ROSE STANDISH"

Since the introduction of our new branching type Stock last year, we have had many inquiries for a rose with this same flowering habit. It is now our pleasure to offer **Rose Standish**, a large flowered bright rose, in the Early Colonial type.

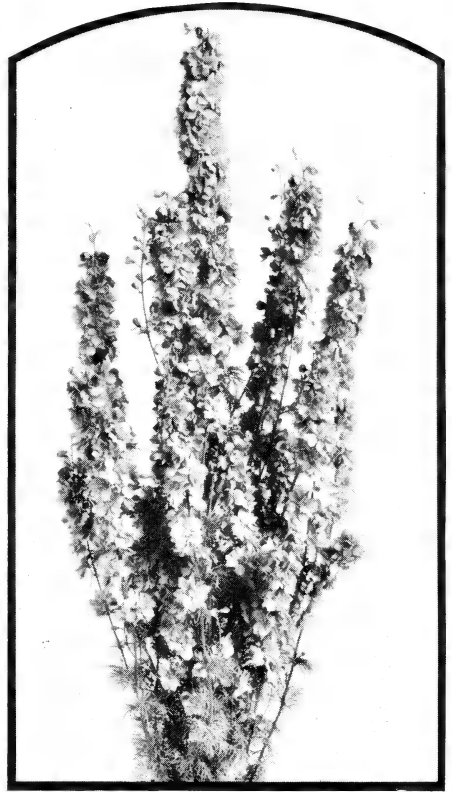
This Early Colonial Stock does not produce a center spike, so therefore requires no pinching to make it branch. From the base of each plant, eight to ten heavy thirty-inch branches spread out and produce a plant twenty inches in diameter. Large two inch florets are typical of this new strain and they form clusters or spikes fifteen inches long. Doubles percentage will average better than 70%.

Rose Standish is a fine color for cutting and one that shows off to advantage under artificial light. We predict a brilliant future for this exclusive branching style of Stock.

LARKSPUR EMPRESS SHELL PINK

"Empress" is the variety name and **Shell Pink** the color of our new half-dwarf Larkspur strain. Similar in habit to Apple Blossom, **Empress Shell Pink** makes bushy compact growth and is sturdy enough to carry its heavy masses of flowers without support.

Shell Pink grows to a height of 36 inches in our field, yet still retains that essential graceful appearance always associated with Larkspurs. Short lateral branches bearing scores of large double florets enable this Novelty to be used for cutting; however, it is best suited for borders or mass work and will become most popular with the home gardener when used in this capacity. Each individual flower is a deep shell pink color and closely spaced on a long spike of florets.



ANTIRRHINUM NANUM GRANDIFLORUM RUST RESISTANT "RUBY"

Ruby is a bright velvety carmine-crimson color. Its florets are bold faced and form large tapering spikes excellent for cutting. Habit and height are typical of the Nanum Grand. group, as **Ruby** grows 18 to 20 inches tall and produces plants with base branching characteristics. **Ruby** is a much brighter color than Garnet, as it has carmine tones in its make-up.

Our field planting of **Ruby** showed great uniformity, which is the first requirement of a top-notch bedding Snap.



PETUNIA BALCONY MACULATA

(HYBRIDA PENDULA)

Most Seedsmen recommend the Balcony type of Petunia as "tops" for mass effect plantings, window boxes, or any other use where vigorous growth and large flowers are apropos. In this popular bedding Petunia, there has long been a vacant spot awaiting the brilliant colorings of a red and white striped variety.

Direct from our Trial Ground where it has been in a state of development for several years past, comes **Balcony Maculata** — our dazzling supplement to this popular branch of the great Petunia family.

Maculata is large flowered and semi-ruffled. Its colorings are delicately toned from a pure white base to spots of deep rose-red on the outer fringe of each flower. Maculata has an open golden-yellow throat, with exquisite vein markings spreading outwards to the edge of each flower, where they are suffused with gaudy rose-red stripes.

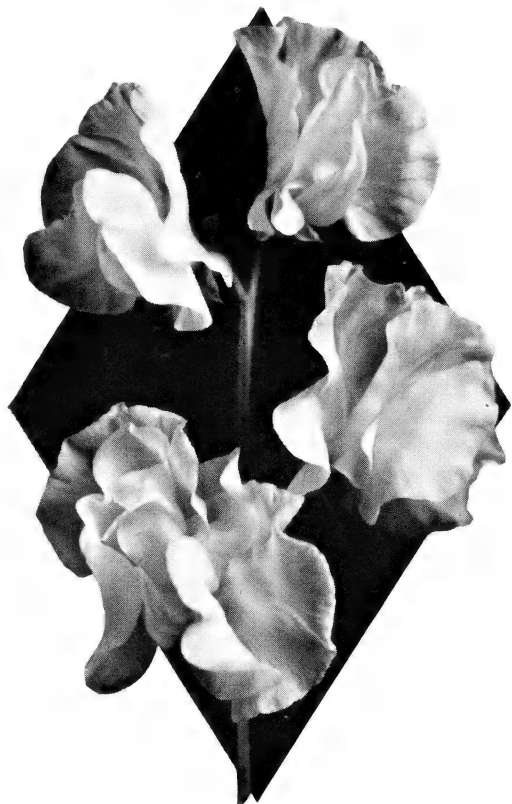
Seedsmen catering to home gardener and estate trade will especially benefit by our new introduction. After flowering it once, we predict the grower will rate **Maculata** as one of the best bedding varieties.

EARLY SPENCER SWEET PEAS

"RHUMBA"

Rhumba is all that the name implies — a colorful personification of gaiety and vividness in a gorgeous new Sweet Pea.

Colored a glistening golden cerise, **Rhumba** is large flowered and deeply duplexed. Its sparkling golden hue increases the intensity and helps carry this self color right to the keel. **Rhumba** is a heavy producer, throwing husky stems of four well spaced flowers. R. H. S. Color Chart 21/1.



"GARDENIA"

Gardenia — synonymous with fragrance and velvety whiteness — is indeed descriptive of our new white Sweet Pea. **Gardenia** is a dense paper white, having large ruffled flowers with good substance for shipping. It makes rank vigorous growth in our field and produces an abundance of flowers on pencil-like stems. The intricate duplexing of each bloom makes a mass effect of solid white that will achieve quick favor with all Florists.

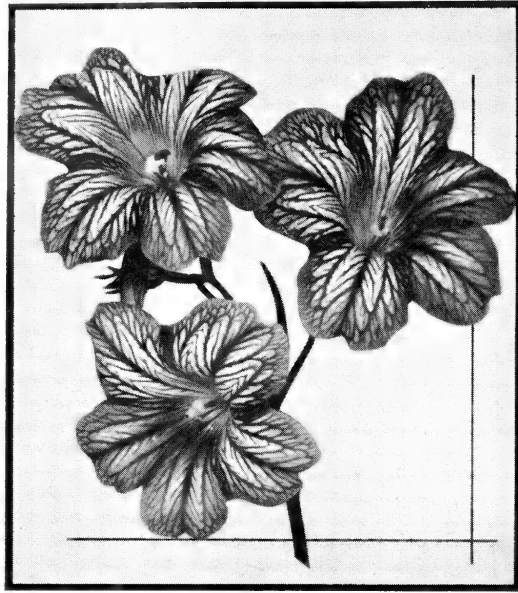
Gardenia is an easily grown white seeded variety, especially well suited for cut flower production.

GODETIA TALL DOUBLE GRANDIFLORA

"CARMINE IMPROVED"

"Tall graceful plants, with racemes of double flowers showing a large carmine blotch spreading half-way outwards from the base of each petal." That is a field description of our new **Carmine Improved** tall double Godetia.

In contrast to ordinary strains, **Carmine Improved** has a deeper and larger carmine spot. It grows perhaps only a fraction taller, but throws more fully double flowers. Another interesting characteristic is that most of the flowers bloom at the head of the stem and will last longer before dropping. **Carmine Improved** makes a very showy border background and is an excellent cut flower.

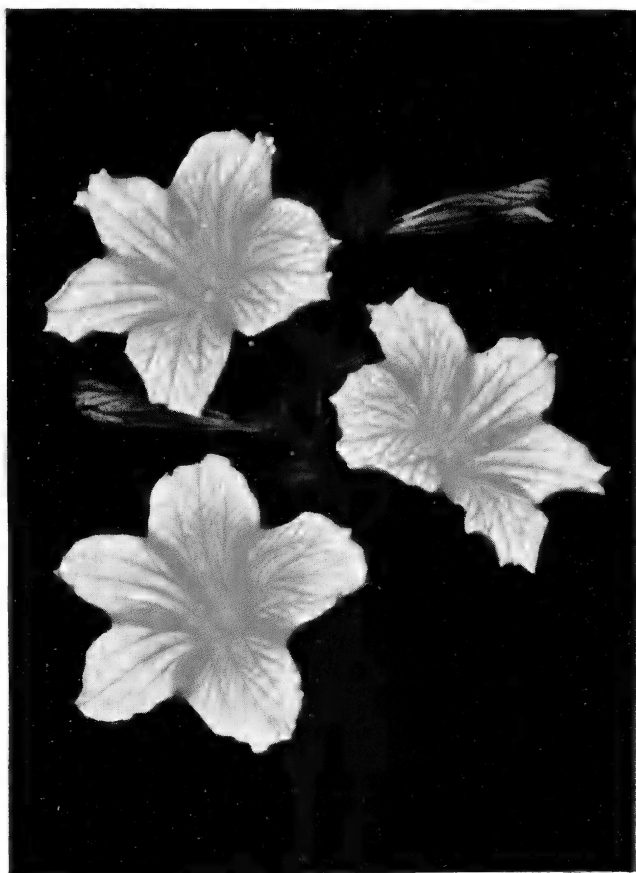


SALPIGLOSSIS DWARF GIANT FLOWERING

Since our novel Dwarf Strain of Salpiglossis was introduced a few years ago, it has achieved such universal popularity with all gardeners that it is a pleasure indeed to offer three entirely new colors in this fine strain for the 1941 season.

Reviewing outstanding characteristics of our Dwarf Salpiglossis — all plants are bushy and compact in habit, growing to a height of 30 to 33 inches. This is about 8 inches shorter than the spreading Emperor type. No vigor has been lost in shortening the plants, as they will survive a hot summer and outlast the old strain. Its flowers are formed in a group or cluster at the head of each plant and considerably surpass other sorts in size and color combinations.

You should make it a point to list these colorful new "streamlined" annuals in your Spring catalog, as all gardeners find them outstanding for bedding and cutting purposes.



SALPIGLOSSIS DWARF RED STAR CHAMOIS

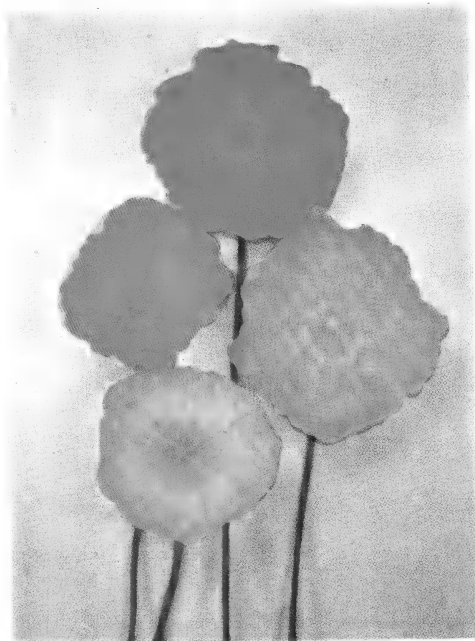
Few descriptions have ever fitted a new flower variety better than "Red Star Chamois" does this new Dwarf Salpiglossis. Its color is a light chamois with wide red stripes, spreading star like from a golden yellow throat. Being an entirely new color combination in Salpiglossis, **Red Star Chamois** is sure of prompt acceptance from even the most skeptical gardener. Height will average about 33 inches and habit is typical of the Dwarf Salpiglossis.

SALPIGLOSSIS DWARF VELVETY VIOLET

Velvety Violet has perhaps the most uniform dwarf habit of any color in this new strain. All plants average about 27 inches in height. Its flowers are a solid deep violet right to the base of the throat and have such fine texture that they show a velvet sheen. Clusters of large flowers at the head of each plant admirably suit them for bedding work.

SALPIGLOSSIS DWARF BLUE AND SILVER

Here is another new color for the Salpiglossis family. Instead of the usual gold markings, this fine novelty sets off its deep mid-blue color with silver veins. At the base of its throat each flower is a glistening gold color, which serves to enhance the shimmering markings of its open face. As Salpiglossis is a half-hardy annual, it can be planted early and will last until the middle of summer.



POPPY ICELAND PASTEL TINTS

Picked in the bud and placed in water over night, few flowers are as dainty for table decoration as a dozen stems of softly tinted Iceland Poppies.

Pastel Tints represent years of careful breeding for size and color tones in this fine perennial cut flower. Its flowers equal Sanford's Giants in size and present daintily ruffled edgings. Having a complete color range that is harmoniously balanced, **Pastel Tints** includes a blend of the following soft shades: pinks, salmon pinks, oranges, golden yellows, lemons, biscuits, and a small percentage of whites.

Pastel Tints is the most colorful and largest flowered blend we have seen in an Iceland Poppy. This superiority was immediately apparent when checking against other commercial strains in our Trial Ground. We confidently recommend **Pastel Tints** for your most critical trade.

ANTIRRHINUM NANUM GRANDIFLORUM RUST RESISTANT

"DuBarry"

Gaudy as its name would imply, **DuBarry** introduces an exciting new color into the ranks of Rust Resistant bedding Antirrhinums.

DuBarry is a flaming salmon-rose, with gold shadings that serve to heighten its intensity. This is a solid self color of great brilliance that covers each floret completely, excepting for a golden yellow spot found on the lower lip. Similar in habit to Amber and Gold, **DuBarry** reaches a height of 18 inches and produces compact base branching plants. It is indeed a gorgeous sight when planted *en masse* in a bed!

Both as a cut flower and for bedding, we feel certain that **DuBarry** will go far in furthering the growing popularity of Rust Resistant Antirrhinum strains.

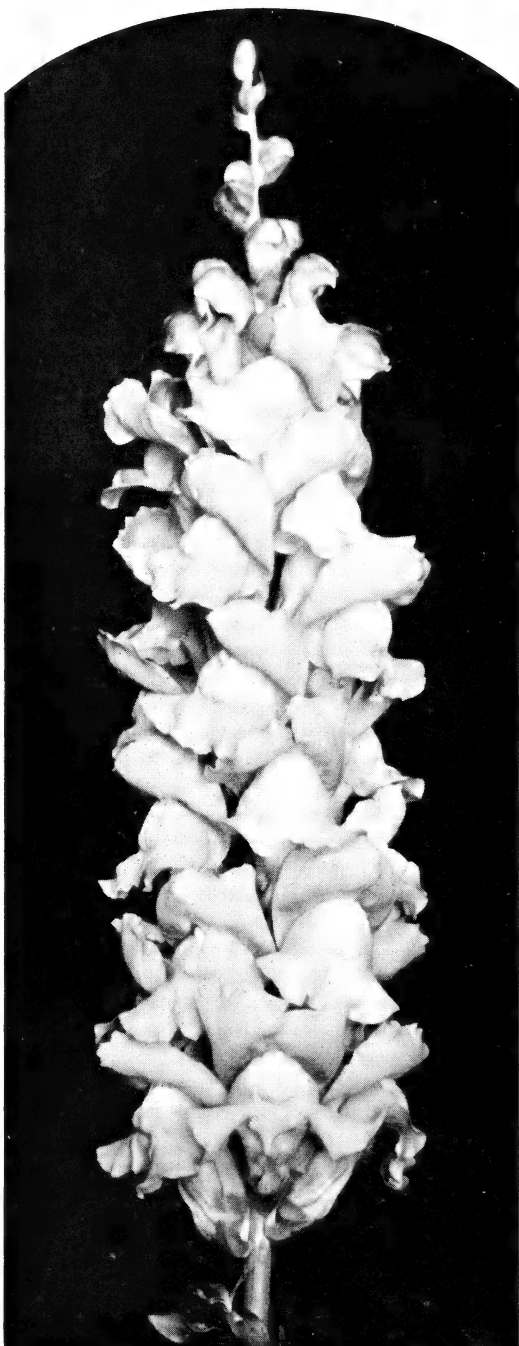
PETUNIA HYBRIDA

NANA ERECTA

"SNOW WHITE"

As good white Petunias are seldom seen in the Hybrida groups, there seems to be a definite spot for **Snow White**. Compact plants covered with dozens of pure white flowers, would really be an unimaginative description of **Snow White**. Its habit is very dwarf and each plant is a mass of large yellow throated paper white flowers.

Snow White does not have the so called "dirty" throat usually so prominent on white hybrida Petunias. Its compact floriferous habit admirably suits border and pot plant requirements. We confidently recommend **Snow White** for all who demand a good compact white Petunia.





MARIGOLD DWARF FRENCH QUILLED

"SUN-BEAM"

Fortunately **Sun-Beam** is not just an ordinary Marigold, so to speak, but is included in the popular new quilled or Scabious flowered class. **Sun-Beam** blooms early in all latitudes and is a prolific producer of tightly quilled golden-orange flowers. From petal to petal, each floret will average about 1½ inches in diameter. These guard petals show small brown flakes at their base, which makes an exceedingly attractive combination with the bright golden-orange tones.

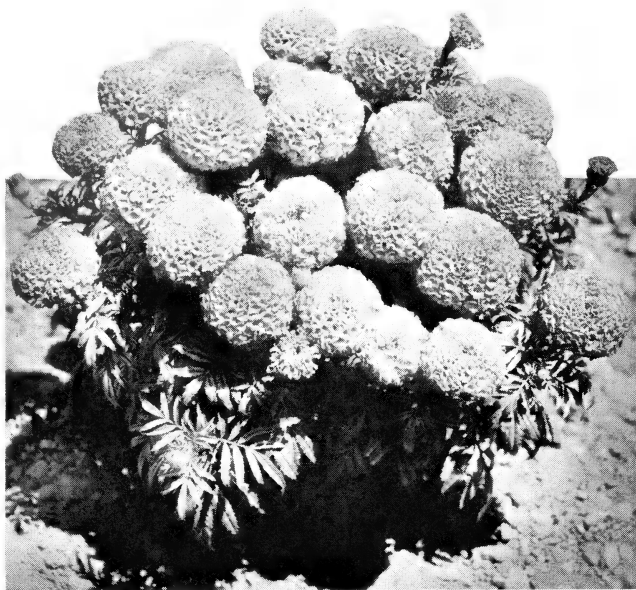
Individual plants of **Sun-Beam** grow 15 inches high and are 20 inches in diameter. As an early bedding Marigold, **Sun-Beam** is unequalled and is only surpassed by the *Tagetes* in its flowering ability. Striking uniformity of growth herald **Sun-Beam's** immediate popularity for border and bedding plantings.

A Review . . .

*of recent Novelties introduced
by ourselves and other
Flower Seed Growers.*



A view of our Sweet Pea Trial Ground,
showing special selections and crosses
in the background.



MARIGOLD DWARF AFRICAN

Little Giants Orange, is very closely compact in habit and its stems are short and firm. Each plant grows to a height of about 15 inches and has glistening dark bluish green foliage.

We especially recommend **Little Giants Orange** for bedding and potted plants, as it will bloom a head of twenty-five large 4 inch flowers all at the same time. Both Carnation and Fistulosa type flowers are found on this fine introduction.

Little Giants Mixed, compact little plants growing to a height of 15 inches. Very floriferous. Fine for borders and bedding. Colors range from lemon to orange, with many shades of each.

STOCK GIANTS OF CALIFORNIA MOJAVE

(*Mo-ha-ve*)

From the purple sage of Mohave desert, comes the name for this latest addition to our popular Giants of California strain of Stock. **Mojave** is a rich velvety purple or Elk's Pride color. This fine deep shade is emphasized by immense florets tightly clustered on a long center spike—such as is found only in this strain of Stock.

Most important to the growers of good Stock is the doubles percentage. **Mojave** will please even the most meticulous, as it flowers better than 70% doubles! Height, habit, blooming period, etc., are similar to the other Giants of California varieties.



LARKSPUR COCKADE "SALMON PINK"

Typical of the new Cockade strain, **Salmon Pink** is a very compact grower and produces ten to twelve heavy base branching spikes of florets.

Its color is a soft salmon pink, with enough brightness in its make-up to be very showy under artificial light. Each individual floret is full double and closely spaced on an eighteen to twenty inch spike of florets.

Cockade Salmon Pink is especially recommended for the florist grower, as it is a light color with good substance and an excellent flowering habit.

PETUNIA NANA COMPACTA "GLOW"

SILVER MEDAL



1938

Glow is a dwarf, compact, ball-shaped variety, of the *Hybrida Nana Compacta* type. It is colored a bright rose-red, with a lighter colored throat. It is very free flowering throughout its growing season and retains the same rich coloring. A fine variety for garden and commercial use.

Glow was held over a year by the originator to increase the seed supply. Silver Medal All-America Trials for 1938.

CENTAUREA CYANUS DWARF "LILAC LADY"

Lilac Lady is a counterpart in habit to the popular Cornflower Jubilee Gem, with flowers of an attractive shade of bright lilac-mauve. **Lilac Lady** will make an ideal potted plant, and is also well adapted for border and edging purposes.

SCABIOSA IMPERIAL GIANTS "BLUE MOON"

HONORABLE MENTION



1939

Blue Moon is an extremely large flowered type of *Scabiosa*, and is full double without the usual "pincushion" center. It is colored an attractive shade of rich lavender blue. Each bloom is held firmly erect by long, stout stems.

Blue Moon is upright in habit and ideal for cutting. Honorable Mention 1939 All-American Trials.

ACROCLINUM SENSATION GIANTS

A florist flower *par excellence* — this new strain of *Acroclinium* produces flowers half again larger than any existing strain and grows 6 to 8 inches taller.

Each flower is completely double and will average a good three inches across. Its colors range from medium rose to light pink shades.



The additional height of these **Sensation Giants** gives added length to the stout lateral stems, and makes them an important florist cut flower. Many times a cluster of six to eight flowers is found on one stem, and closely resembles a Comet type Aster plant.

Acroclinium Sensation Giants is a hardy early blooming annual that is also highly recommended for the home gardener. Picked in the bud and hung out to dry, they will last indefinitely and can be a source of enjoyment during the winter months when few flowers are available.

VERBENA DWARF ERECT "BLUE SENTINEL"

BRONZE MEDAL



1939

Blue Sentinel grows about 10 inches high and forms a plant only 18 inches wide. Its habit is exceptionally dwarf and compact; and each plant throws eight to ten upright branches bearing an attractive head of rich blue flowers.

Each flower is round and well formed, and will average 2 inches across. **Blue Sentinel** was awarded a Bronze Medal in the 1939 All-American Trials.

SCABIOSA GRANDIFLORA DOUBLE "ROSETTE"

Rosette is a beautiful shade of deep rose heavily suffused with salmon. Its flowers are large and full double, coming on stiff, wiry stems that make it ideal for cutting.

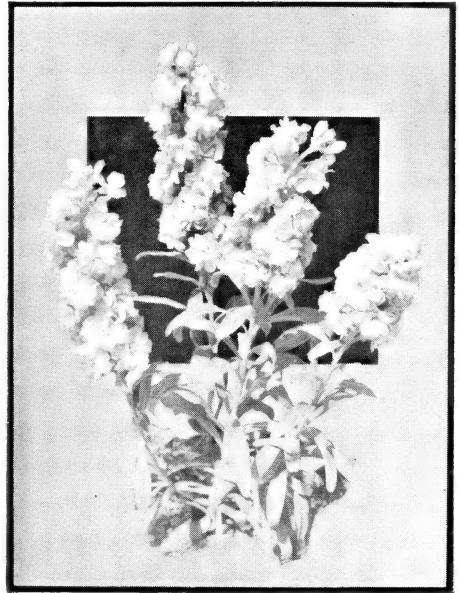
STOCK EARLY COLONIAL

Here for the first time is a tall and really exclusive branching type of Stock. This new **Early Colonial** strain blooms about two weeks earlier than the Perpetual Branching class and grows to a height of 30 to 36 inches in our field.

Unlike the Giants of California and Improved Bismarck types, our new Early Colonial stock does not produce a center spike — so therefore requires no pinching to make it branch. From the base of each plant, eight to ten heavy thirty inch branches spread out and produce a plant twenty inches in diameter.

Large two inch florets are typical of this new strain, and they form clusters or spikes fifteen inches long. The doubles percentage runs as high as our Giants of California Class, averaging better than 70%.

We recommend this **Early Colonial** strain as a great improvement over all other types of Stock now being grown; when long branches are required, with no center spike.



Mayflower, red rose **Priscilla**, silvery lavender **Puritan**, pure white

MARIGOLD DWARF FRENCH QUILLED "CORONET"

Coronet has the usual dwarf habit, growing about 18 inches tall and making a very even growth. Its flowers vary in size between 1½ and 2 inches and come fully 95% double. Each flower has a single row of reddish brown guard petals, with a quilled deep golden yellow center. The guard petals are outlined with a thin stripe or band of yellow.



Coronet will be useful for both cutting and bedding, as the plants are very uniform and throw stems 12 inches long.

GOURDS ORNAMENTAL MIXED

This is the most colorful of all Gourd mixtures. It contains 15 to 18 fanciful shapes suitable for decorative purposes, including many new and unusual fruits.



COSMOS EXTRA EARLY DOUBLE SENSATION MIXED

Direct from our Trial Ground after years of selection — we are pleased to introduce an Early Sensation Cosmos in a beautiful new double form. Coming in colors of white, pink and crimson, this new double Cosmos is also similar to the single Sensation in height and other habit characteristics.

Two forms of double flowers are found in this new Sensation group and both will average between $4\frac{1}{2}$ and 5 inches across — the regular double crested and the newer and novel fluted types. Equally as large as the single Sensation, the new double crested type will produce a large 2 inch crested center — which makes it appear even more mammoth.

The fluted flowers are most informal of the two, as they bloom in a variety of shapes and forms. Most common is the type with 15 to 20 extra petals growing out from the yellow center. It also is not unusual to see a plant with the petals of each flower shaped like a trumpet or lily.

The doubles percentage runs higher than the smaller flowered double crested Cosmos, as the seed of this novelty is all handpicked from double plants only. A written description can hardly do justice to the beauty of these large and perfectly moulded double flowers.



DELPHINIUM PACIFIC GIANTS STRAIN (V. & R.)

Although it has been on the market only a few years, this exceptionally fine strain of large flowered Delphinium needs no further introduction. Last year we obtained a select line of stock seed from the originator and are now able to offer new seed of the following colors from our own harvest. Please refer to page 54 in our 1940 catalog for prices on originator's seed.

GALAHAD SERIES. Clear white of enormous size, averaging 3 inches in diameter of individual flowers with very heavy glistening texture, pyramidal spikes with well spaced flowers, good branching habit, strong whippy stems with a high percentage of Mildew resistance.

LANCELOT SERIES. A new color in Delphinium of pure lilac self tone with white bee.

KING ARTHUR SERIES. Brilliant Royal Violet with large white bee. Individual florets 2½ inches in diameter, very thin woody stems with small foliage. Very long, graceful spikes.

GUINEVERE SERIES. Light Pink Lavender self with white bee. Excellent branching habits. For cut flowers and show purposes.

SUMMER SKIES SERIES. Clearest Light Blue with white bee. Individual florets 2 to 2½ inches in diameter. Thin woody stems with very strong branching habits.

LAVENDER SHADES. Colors range from Clear Lavender to Lilac Lavender with contrasting white bees. Mildew resistance 60 to 80 per cent.

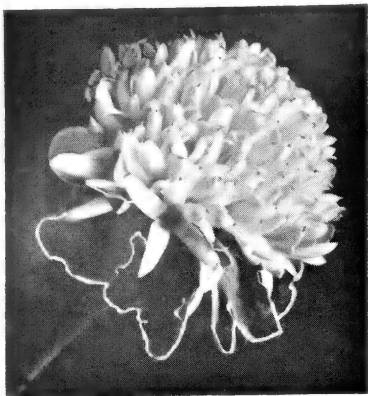
LAVENDER PASTEL SHADES. Colors range from Light Lavender to Deep Smoky Lavender, generally of two tone combinations with brown or black bees. For show purposes.

MEDIUM BLUE SHADES. Color range from light to dark blue, highly predominating clear medium blues with both white and dark centers. This group gives the most prolific growth and the clearest blues in Delphinium.

DARK BLUE SHADES. Color range from Medium to Dark Blue with white and dark bees for contrast. Thin woody stems, long, well formed spikes. Individual florets 2 to 2½ inches in diameter. Mildew resistance 40 to 60 per cent.

MARIGOLD TALL DOUBLE FRENCH

"WINTER HARMONY"



Marigold Winter Harmony is an entirely new type for winter flowering in the greenhouse. It is of the quilled scabious type with a single row of reddish brown guard petals, encircling a golden orange quilled center — with mahogany brown dots on the tip of each quilled petal.

Winter Harmony makes a uniform growth of three feet in our field and produces 100% double 2½ inch flowers. We believe it is destined to replace Lieb's, as the flowers are larger and of the new and popular harmony type.

MARIGOLD DWARF FRENCH QUILLED MIXED

This new dwarf mixture in the French type Marigold should achieve immediate popularity. Its plants are compact 11 inch mounds of quilled Scabiosa like flowers, that come in fanciful shades from lemon yellow to dark red. Many plants have the two tone effect of a quilled golden center and dark red guard petals, similar to our 1940 novelty "Orbit."

This new dwarf compact mixture is best suited for borders and bedding — however, as the plants are all of the new Scabious type, they should also be ideal for pot work.

MARIGOLD SEMI-DWARF FRENCH QUILLED MIXED

An excellent Harmony type Marigold that grows 18 to 22 inches tall. This added length over the above "compact" growing group, gives the Semi-dwarf class attractive cut-flower possibilities.

Its colors cover the usual range found in a French mixture, with many new shades and tones made possible through its Scabious quilled like form of flower. The desired two tone effect is carried out to perfection by the guard petals and center, which will enhance its market from a commercial angle. We whole-heartedly recommend these two new Scabious type mixtures and believe they will soon displace the old Dwarf French Marigold mixture.

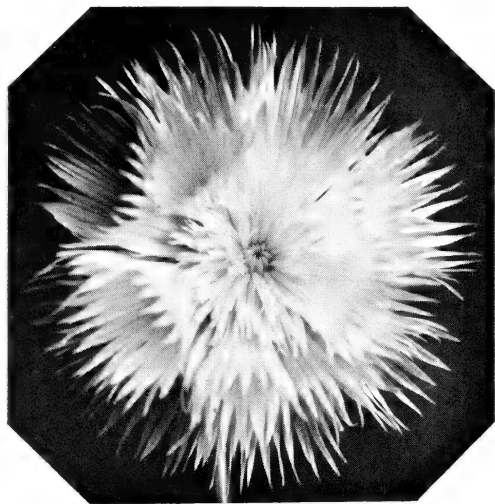


CENTAUREA IMPERIALIS "LAVENDER BEAUTY"

Flowers of a soft feathery texture, colored light lavender with a creamy white center—that is a fitting description of **Centaurea Lavender Beauty**.

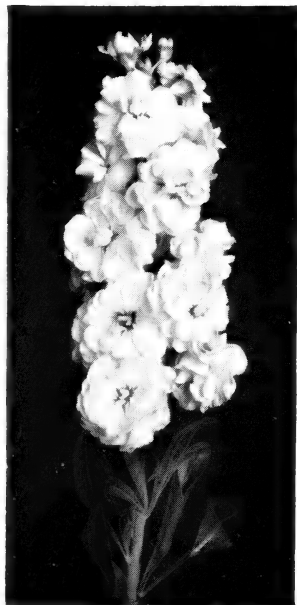
Its flowers are larger than other Imperialis type *Centaurea* and reach a size of 3 to 3½ inches. Heavy lateral branches give **Lavender Beauty** excellent cut flower possibilities and this delicately beautiful color will soon be a great favorite.

Lavender Beauty is especially useful for the home gardener, as it is an easily grown annual that blooms over a long period.



ALYSSUM COMPACTUM "VIOLET QUEEN"

Violet Queen is a new dwarf compact variety, with flowers tinted a beautiful bright violet. It is several shades deeper than Lilac Queen—a decidedly brilliant color and will come very true from seed. **Violet Queen** is especially well suited for borders and bedding purposes; as it is a pleasing and fragrant alternative to the white variety.



Stock Santa Maria

STOCK GIANTS OF CALIFORNIA

This comparatively new tall branching group of stocks is now rated number one by the Florists for all forcing purposes. They are very early flowering, produce long branches if planted well apart, and have extra long flowering spikes with immense individual florets. The doubles percentage is very high, averaging approximately 70%. Many growers transplant these stocks about 4 inches apart in beds, and find that they grow to a height of better than three feet, having only a single central spike with a 15 inch stem of florets. Please refer to page 78 in our regular catalog for a complete listing of ten colors.

MARIGOLD



MARIGOLD DWARF FRENCH QUILLED "ORBIT"

"One of the brightest little annuals in your ten acre experimental garden," was the comment of one visiting Seedsman regarding **Orbit**, our new dwarf scabious type Marigold. **Orbit** grows to a height of 11 inches, is very free flowering, and the compact little plants are excellent for border and bedding purposes.

Orbit's quilled center is colored a deep golden yellow, with a perfect background of reddish brown guard petals. The doubles percentage is in the high nineties. In comparison to Coronet, **Orbit** is exactly similar in color and form of flower — but is very dwarf and compact in habit.



HOWARD'S GIANT CRESTED ZINNIA

It is a pleasure to cooperate with the firm of Howard & Smith Inc. in the introduction of their new Giant Crested Zinnia Novelty. Following is the originator's description of this unusually fine Zinnia:

"Its colors are charmingly bright and fresh, and contain almost all known colors and shades of color to be found in this most popular of annual plants. Magnificent shades of orange, orange scarlet, yellow, rose, maize and crimson predominate. The blossoms average from 4 to 5 inches in diameter, with a full rounded cushiony center surrounded by broad guard petals after the style of a *Pyrethrum Roseum*. As a cut flower, or as an annual for garden ornamentation, they are without peer."

MARIGOLD AFRICAN GOLDEN GLOW

"ODORLESS FOLIAGE"

HONORABLE MENTION



1939

Golden Glow is a bright golden-yellow color and produces 2½ inch flowers on 26 inch plants. The blooms are full double and consist of hundreds of long tapering petals. **Golden Glow** is an excellent cut flower as it throws heavy branches with clusters of six and eight flowers on each. People objecting to the usual strong Marigold odor, will be very pleased with this new odorless novelty.

PETUNIA HYBRIDA "HOLLYWOOD STAR"

SILVER MEDAL



1939

Hollywood Star is a charming shade of rich rose with an amber throat. This Petunia is unique in the form of its flower, which consists of a five pointed star. **Hollywood Star** is a vigorous growing garden variety, early and very free flowering.

PETUNIA NANA COMPACTA "SALMON SUPREME"

SILVER MEDAL



1938

The flowers when first opening are a rich coral-salmon, changing as they mature to a glistening soft salmon-pink.

Salmon Supreme grows uniformly to a height of 12 inches, and forms a perfect 18 inch ball on the ground. It branches profusely and is very floriferous. Ideal for borders, edgings, or beds. Silver Medal 1938 All-American Trials.

ANTIRRHINUM MAJUS GRAND RUST RESISTANT "ROSALIE"

BRONZE MEDAL



1940

Rosalie is a rich deep rose with an underlying tone of topaz or amber, which gives it a richness of color tones enabling it to stand out among other varieties. It is a self color — both tube and lip holding to the same tone.

Rosalie is base branching and will produce six to eight long flowering spikes on each plant, with a beautiful symmetrical arrangement of florets along the length of every stem.

CYNOGLOSSUM FIRMAMENT

BRONZE MEDAL



1939

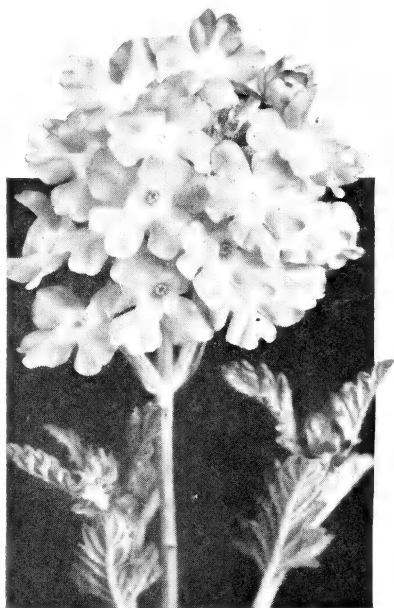
Firmament is a dwarf mutation out of Cynoglossum Amabile Fairy Blue. Its habit is bushy and it grows to a height of 18 inches. **Firmament** has typical Forget-Me-Not flowers of a rich blue color and is an easy to grow, hardy annual. Bronze Medal 1939 A. A. S.

VERBENA HYBRIDA GRANDIFLORA "FLAMINGO"

Verbena Flamingo will soon carve a niche for itself as a popular variety in the Hybrida Grandiflora group. **Flamingo** is a mammoth flowered variety with a head of florets that is over two inches deep. Its vivid rose pink color shows up to perfection on the large individual florets.

Flamingo has the semi-erect grandiflora habit and is a heavy producer of long stems and large flowers. Ten to twelve stems are found on each plant and each carry two, three and four flowers.

We recommend **Flamingo** as a splendid bedding annual with a long flowering season and a hardy, robust habit. It is also a desirable cut flower that will give much pleasure for table decoration.



ANTIRRHINUM SPECIAL FORCING WESTOVER'S FRINGED WHITE

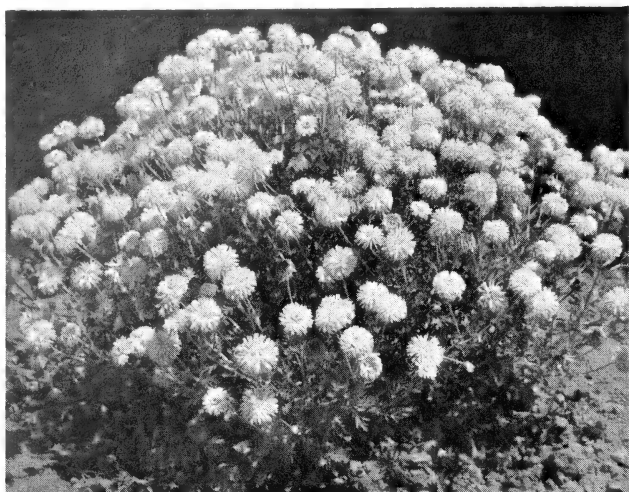
In the Eastern states this is quite a popular greenhouse forcing strain. It makes fine even growth and produces large spikes of pure white florets. As its name would indicate, each floret is daintily ruffled on the hood and lower lip.

MARIGOLD DWARF FRENCH QUILLED "GOLDEN HARMONY"

Growing only to a height of 11 inches and being very compact in form, **Golden Harmony** is ideally fitted for both border and bedding purposes. Each flower is of the quilled scabious type and has a single row of broad guard petals on the outer edge. The color is a luminous golden yellow—both the quilled center and the guard petals hold to the same bright color.

Golden Harmony is very floriferous and is literally covered with hundreds of 2 inch flowers. It produces fully 100% double plants. The blooming period begins as early as the regular **Harmony** and we believe it will soon be as popular.





Chrysanthemum Golden Crown



Verbena Carmine Bouquet

CHRYSANTHEMUM "GOLDEN CROWN"

Golden Crown has the robust constitution of the Coronarium varieties, making vigorous well-branched plants three to four feet in height. It is a free producer, has attractive silver-green foliage and bright butter-yellow flowers. The petals of each flower are quilled in shape, which increases the decorative value of this popular little annual. **Golden Crown** produces 100% double plants.

VERBENA ERECT COMPACT "CARMINE BOUQUET"

Among the several types of Verbenas familiar to all retail Seedsmen, the erect Bouquet type is undoubtedly most popular for cut flower purposes.

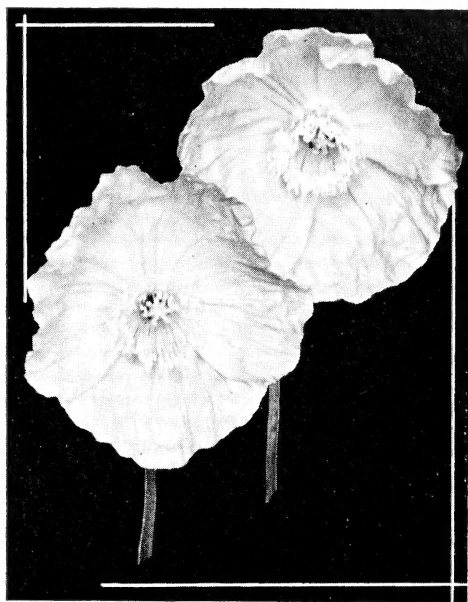
Carmine Bouquet is outstanding in this upright growing strain. It has a very compact form of growth, producing ten to twelve tall twenty inch branches. Its color is a striking deep carmine, with a large white eye making a beautiful contrast to the rugged carmine tones.

Each of the upright stems bears large heads of florets that measure a good three inches across. **Carmine Bouquet** is certainly a cut flower of distinction and will soon be a popular florists' variety.

Electros of Color Plated Novelties, Suitable for Catalog Illustration.
All Are Mounted and Will Be Sold at Cost.



Salpiglossis Dwarf Red Star Chamois



Poppy Iceland Pastel Tints



Petunia Balcony Maculata



Stock Early Colonial Rose Standish

